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Special Trade Edition

DIG & DUNG

A Little Magazine for the Gardener

WITH 1934 TRADE PRICES
ON

DAHLIAS

WAYLAND DAHLIA GARDENS

E. R. Ryno, Prop.

Wayland, Mich., U. S. A.

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Attention Buyer or Advertising Manager

Special Trade Edition

DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.---Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

A Little Magazine for the Gardener

VOL. 4

WAYLAND, MICHIGAN, U. S. A., SEASON OF 1934

No. 1

FIELD NOTES

As usual our blocks of Jersey's Beauty and Jane Cowl were truly a sight to behold. We have grown these varieties from our own tubers only for several years, and we honestly believe that we have as fine a strain of both as can be found anywhere in the country. A comparative planting of our strain of these two dahlias will demonstrate the value of Michigan grown dahlia tubers in any field.

Mrs. I. de Ver Warner developed perfectly this past season, and when placed beside Ellinor Vanderveer, Helen Ivins, or any of the other lavenders you could find no excuse for the existence of the latter. In fact, we can unhesitatingly recommend Mrs. Warner as the very best of its color.

Judge Marean never fails to account for itself to the full limit. Good, thrifty grower, profuse bloomer, good color, good root maker. We harvested an excellent crop of roots of this variety, and are offering them at about half what they are really worth.

Snowdrift and Bonnie Brae were short crop. Both of these varieties were just peeping through the ground when the terrific June heat

struck us, and sprouts were simply cooked. As a result they were set back and many plants never recovered so they were fit to dig.

Among reds Mina Burgle seemed to lead last year. Oregon Beauty did



A single block of more than twenty-five thousand plants grown up "at the farm". This block yielded a wonderful lot of tubers, practically all of which were sold before we started digging.

well, as did Pride of California, but Doazon was short crop. We have a new red called PAN which has been under trial for the past two seasons. This promises to surpass any red we have seen—in fact the only red we ever tried which does not fade as blooms open fully. This will probably be offered to our customers next year. There is a real need for good red decoratives and if any of our friends have one, we should be glad to try it and if it proves good, we will undertake its introduction.

The old standard varieties still make up the volume sales. We grow most of these by the thousands, and every year they are snapped off by buyers long before we start digging. One single customer took fifty

thousand tubers of this grade of stock this year. Photo of the shipment will be shown in our next issue.

Laura Morris has met all our claims as to its being the very best deep yellow decorative. Our block

of this variety was a feature in our fields, and many of the leading seedsmen selected it at first sight. You will find it listed by such prominent houses as Templin-Bradley, Isbell, R. M. Kellogg, Oscar H. Will, House of Gurney, Earl E. May, F. B. Mills, and many others. These

people do not accept any variety unless it is good. If you haven't tried it, don't wait any longer. It is a seller—both wholesale and retail—and you are losing money when you pass it by.

Bertha Horne is one of the most popular hybrid cactus dahlias grown. It is similar to Jane Cowl in color, and blooms are large and borne in great profusion. It always takes well with the retail trade.

We shall have to buy many tubers this spring to complete our own planting. If you have a surplus, read our WANT LIST on another page. Perhaps you might want to exchange for something we have, or would sell at a fair price for cash.

(Continued on Page Three)

DIG & DUNG

PUBLISHED BY
WAYLAND DAHLIA GARDENS
E. R. RYNO, PROP.
WAYLAND, MICHIGAN

SEASON OF 1934

Our Trade Edition of DIG & DUNG is sent only to growers, and as we assume these people know as much about dahlia growing as we do, we try to devote more attention to the selling end of the business than to the growing end. Marketing a product at a fair profit is the big problem at present, and we feel certain that any good ideas on this point are always welcome and worthy of consideration.

Of late we've been hearing a lot about "sleeping sickness". That's nothing new. I know a lot of fellows who have had this trouble for years.

Try out your advertising copy on an imaginary customer. Take it to bed with you. Remember the champion hog caller who talked in his sleep and woke up one night and found four shoats in bed with him. If you wake up and find a customer in bed with you, you may know your copy is good. "If it works on George, it will work on anything," as Gracie Allen says.

The man who writes a catalog that is intended to bring the orders must understand crowd psychology just as well as an orator should. He is dealing with all classes of people, and he must not only get their attention and arouse their interest the first time they look through his catalog, but also convince them that they can serve that interest in buying from him.

You remember how Mr. Pickwick told Mr. Snodgrass that it was always best to do what the mob does, and in case there were two mobs "shout with the largest." And in the same connection, Mr. Perker speaks of the Honorable Samuel Slumkey

who brings a cheer when he comes out, another cheer, much louder, when he shakes hands with the men, still another cheer, and a still louder one, when he pats the babies on the head, a roar when he kisses one of the babies, and so on until the shouts become deafening as he kisses 'em all. That's climax, but it gets the name on the dotted line of your order blank, just the same. It is this principle that makes a special collection, priced individually, and again at a reduction for the lot, bring the order.

Bob Ingersoll once said that "inasmuch as it takes a great national calamity to insure a Democratic victory at the polls, you can't blame the poor fellows for always praying for an early frost or a scourge of potato bugs." Can't we blame the extreme hot wave of last June on them also?

The December issue of THE AMERICAN HOME presents the Honor Roll of Dahlias. When I read this and turned to the advertising pages of the same issue and saw the ads of Burpee, Henderson, Schling, Dreer, and other national advertisers in the seed and nursery line, I could not help but think that these men who spend thousands of dollars in advertising with such magazines are hardly getting a square deal from the editorial departments of the same magazines. Does it look right for the editorial department to be boosting varieties all the time that are not being sold by their advertisers? Would it not look better to see some mention of the standard varieties of dahlias such as the leading advertisers are offering, in the editorial section? It is up to your advertising agent to get such consideration from the publisher, and believe me, it will make your own catalog pages doubly profitable if you get some press agent service for your own listings.

Most of the varieties which are "old" to the dahlia fans are as new to the general public as they were to the fans two or three or more years ago. You don't have to stock

up on varieties that cost \$5. or more each—simply because they are scarce as yet—to make a showing that will please your patrons.

Conditions sometimes make cut prices practicable and necessary—but don't you think that a cut which means an actual loss is folly? No concern can do business at a loss and continue doing so unless that loss is made up by cheating the creditors—or customers, and that means worse than failure in the long run.

A medium sized tuber such as we produce on our sandy soil saves you a lot in postage, and we believe it makes a better plant than too large a tuber. The postage item alone is a mighty big one in any mail order business.

Garden Books

A few selected titles for your customers or your own bookshelf.

- Modern Dahlia Culture, by
W. H. Waite ----- \$1.50
Rock Garden Primer, by Archie
Thornton ----- \$2.00
The Book of Annuals, by A. C.
Hottes ----- \$1.50
The Book of Perennials, by
A. C. Hottes ----- \$1.50
The Book of Shrubs, by A. C.
Hottes ----- \$3.00
Practical Landscape Gardening,
by Robt. B. Cridland ----- \$2.50
Foundation Planting, by Leonard
H. Johnson ----- \$3.50
The Principles of Flower Arrange-
ment, by Prof. E. A. White ----- \$3.00
Practical Plant Propagation, by
A. C. Hottes ----- \$2.00
Nursery Sales and Management,
by Nelson Coon ----- \$1.50
Commercial Floriculture, by
Fritz Bahr ----- \$5.50
Koster's Color Guide, by P. M.
Koster ----- \$5.00

Discount to the trade only, 25%.
If wanted by mail add 15c for postage on each book ordered. Send for catalog of other garden books.

WAYLAND DAHLIA GARDENS
Wayland — Michigan

We have had some call for tubers untrimmed for use in department store trade. We can supply tubers in any shape desired, provided order is placed before clumps are divided. If order is to be prepared in any special manner, be sure to let us know your wants, with detailed specifications, early in the season. Remember, we grow the stock, and it is our aim to supply this to meet the requirements of your trade.

A large customer wanted his tubers wrapped in Cellophane. We can use this material if desired, at a slight extra cost, but we suggest that the following facts be considered when special handling is desired:

We were the first to wrap dahlia tubers for resale. Careful tests have been made of all methods of wrapping, and our trials have proved that the method we use is best. The cost is less than where other material is used. Our wrapper keeps the tuber free from exposure to light and as a result they keep in dormant condition longer, and do not shrivel so much as when wrapped in cellophane or other transparent material. Where a lot of tubers is placed on counter, simply open one or two of the packages and customers can see from these samples just what the other stock is like. This is much better than having all the stock exposed to light, and experience of many of our dealers proves that customers are just as well satisfied. Always remember, it is our business to satisfy the customer, and if any better way of doing this is to be found, we will find it. Don't experiment, leave it to us to do that. We're on the job every minute, and you may be certain that we are in a position to put up the goods in the very best manner at all times.

Of course it is understood that the dahlia tubers you buy from any source are expected to grow, otherwise they would be worthless. But that isn't all you have a right to expect. For years we have been

grading our tubers up to a standard that we might almost say has placed W. D. G. dahlias in a class by themselves. Our first grade tubers—the kind we supply our customers—are all carefully cut, trimmed and sorted as to size, and treated to prevent mold and rot. These tubers are just the proper size for mailing and for planting to get best results. Then we make another grade known among our cutters as “O. P.’s” in which we place all very small tubers, tubers with slightly cracked necks, tubers which are misshaped, etc. This grade is used solely in our own planting and is not offered for sale. Our other grade is known as “Seconds” and includes the very large tubers, old tubers which still are sound and show a good eye, tubers with broken necks, etc. Prior to this year we have always fed the seconds to our cattle, but we had some call for such a grade of tubers for cheap counter trade and last fall we offered some sixty thousand, more or less, of Seconds at a special price of \$7.50 per thousand. Our entire supply was grabbed up as soon as offered and we could easily have sold many more thousands of tubers of this grade had we had them to offer. When you consider this strict standard of grading, don't you think it will pay you to compare stock which is offered at a low price with ours and see for yourself whether we are giving you your money's worth or not?

FIELD NOTES

(Continued From Page One)

George Walters is one of the finest hybrid cactus dahlias grown. We have a fine stock, and I am sure you will like the strain we offer.

Our strain of Golden West is absolutely true—no Golden Gate mixed with it, and no weak plants. One of the best cut flower dahlias grown.

Charm is the best burnt orange we have seen. Makes a nice size flower for cutting and plenty of them.

Agnes Haviland is a very good old rose. Not quite so large as W. H. T. but a more reliable plant on lighter soil.

Mr. Crowley does extremely well on all kinds of soil. The color is very attractive, and stems are good.

Mrs. Carl Salbach is as good as any variety of its color. Profuse bloomer, good stem, just the right size for cutting, and while roots are rather long and slender, the clumps cut up to average of first grade stock.

We had a most beautiful lot of Thomas A. Edison and Fort Monmouth, but unfortunately for our friends both lots were contracted for before we started digging. These varieties always yield from six to ten tubers per clump, and based on cost of production, should sell for less than usually charged. A fair profit is all any grower ought to ask.

IOWA

The New Maize Colored Decorative

This variety is a seedling of the well known Judge Parker, which it resembles in form, size and manner of growth, but in color it is a true maize or corn color, slightly tipped reddish pink. We sent out more than two hundred tubers of this variety last year to growers in all parts of the country, and so far we have had only the highest praise for it. We recommend it very highly, and believe it will be in big demand when stock is sufficiently plentiful to make it possible to offer at a lower price. If you want to be in line for some of the demand that is sure to come next year and thereafter, stock up NOW. We make the price very low for a new variety—\$18. per hundred. Don't omit this from your order.

Prices on Pages 4 - 5

Trade Prices For 1934

Prices are quoted per hundred tubers. Ten or more will be sold at the hundred rate. For less than ten tubers of one variety, add 20%. Contract customers are entitled to minimum or thousand rates (where so quoted, as indicated by the *) regardless of quantity ordered at any one shipment. Large buyers should send list for special quotations.

10% extra count is given in all cases—that is, 11 for 10, 110 for 100, etc.—to help defray transportation charges and take care of any possible replacement claims.

As packed for shipment tubers weigh approximately 20 lbs. per hundred.

All our stock is absolutely dependable, field grown from tubers, not plants—planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all tubers are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every tuber with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

If tubers are to be wrapped and labelled individually for resale, add \$1. per hundred to prices given. Where order is of sufficient size to warrant—one hundred or more tubers of a kind, and not less than ten kinds—we will, if desired, use a special label, similar to our regular blue label, but bearing your own name or trademark, and printed on stock in your own choice of color (unless such color is already reserved for another customer) with our regular white semi-parchment wrapper, at same rate. This will enable you to offer stock under your own exclusive label.

(C) Cactus (D) Decorative (P) Peony-flowered (S) Show

We have discontinued the growing of pompons, singles and collarettes entirely, and cannot supply varieties of such types.

NOTE—It will be observed that many varieties are sold out for this year. Such varieties are listed merely as a matter of record, and cannot be supplied unless we succeed in obtaining additional stock from other reliable growers. In ordering any of these varieties it is therefore suggested that you name others which may be used as substitutes, otherwise, in case of our inability to supply, we will omit same from order.

At \$2. per Hundred

\$15. per Thousand—Sold out

MIXED—Each season at planting time we reserve a limited number of tubers of each of our leading varieties for use in filling late orders. At the close of the season all that are left of these are thrown into one lot and planted as MIXED. The result is a well balanced assortment of types and colors, and will prove a wonderful value. The tubers are all stamped MIX and must be sold as such. Our stock of this offering is necessarily limited to a few thousand tubers, and orders should be placed early to avoid disappointment.

At \$2.50 per Hundred

\$20. per Thousand—Sold out.

Named varieties, properly labelled, our selection of varieties and types, customer's choice of color so far as possible, but not guaranteed. In this lot we include standard varieties which are especially suitable for counter trade of Department Stores, etc., at 10c retail—such varieties as will stand the frequent handling, exposure, etc., to which stock on open counter is subject, and yet will prove most satisfactory to customers.

At \$3. per Hundred

*Varieties, \$25. per Thousand.

*Bride's Bouquet (C) White

*Gee Whiz (C) Large buff and salmon

*Kreimhilde (C) Cream and pink
*Libelle (C) Royal purple
Perle de Lyon (C) White
Pierrot (C) Amber tipped white
*Rene Cayeux (C) Brilliant red
*War Dance (C) Yellow and scarlet
Zephyr (C) Pink
*Aida (D) Large maroon
Blue Oban (D) Mauve
Blue Porthos (D) Light purple
Copper (D) Copper tinted apricot
*Countess of Pembroke (D) Popular lavender—Sold out
*Darlène (D) Shell pink. The pink Jean Kerr
*Doazon (D) Giant orange scarlet—Sold out
Flamingo (D) Pink
Flora (D) White
*Forest Loma (D) Large cerise pink and yellow
*Frank A. Walker (D) Popular lavender pink
*Hortulanus Witte (D) White
Jack Rose (D) Red
J. D. Long (D) Salmon pink, amber and bronze
*King of Commerce (D) Popular orange—Sold out
Madonna (D) White faintly suffused pink
Mrs. J. Harrison Dick (D) Yellow and pink
Mt. Hood (D) White
Ora Dew (D) Maroon tipped white
*Oregon Beauty (D) Popular brilliant red
Pink Jack Rose (D) Pink
Princess Juliana (D) White
Queen Mary (D) Rose pink
*Sylvia (D) Popular pink and white
*Yellow Colosse (D) Yellow—Sold out
*Aurore (P) Orange salmon

*Jan Olieslager (P) Yellow
 Mad. Von Bystein (P) Lilac pink
 *Queen Wilhelmina (P) White
 Sweetheart's Bouquet (P) Salmon rose and fawn
 *A. D. Livoni (S) Popular pink
 *Arabella (S) Yellow and rose
 *Bonnie Blue (S) Bluish
 Dee-lighted or Roosevelt's Smile (S) White
 Dreer's White (S) White—Sold out
 *Floral Park Jewel (S) Popular red tipped white
 Grand Duchess Marie (S) Brown orange—Sold out
 Maude Adams (S) Popular white and pink
 Storm King (S) White
 *Stradella (S) Rose purple
 Tillamook (S) Blush
 White Swan (S) White
 *Yellow Duke (S) Popular yellow

At \$4. per Hundred

*Varieties, \$30. per Thousand

*Bertha Horne (C) Popular bronzy yellow, much the same color as Jane Cowl
 Celia (C) Lavender pink
 *Countess of Lonsdale (C) Popular salmon pink
 Golden Gate (C) Yellow amber
 J. H. Jackson (C) Maroon
 *Lawine (C) White faintly tinged lavender
 *Mrs. Ethel F. T. Smith (C) White
 Thomas Oberlin (C) Red
 Wodan (C) Light salmon
 *Dakota (D) Large flame red
 Isabel Street (D) Rose red and yellow
 Le Grande Manitou (D) Lilac striped purple
 *Pride of California (D) Popular red
 Purity (D) White
 Purple Manitou (D) Purple
 Sebastopol (D) Deep orange
 Sequoia Gigantea (D) Yellow tinged red
 Camille Franchon (P) Red and garnet
 Queen Elizabeth (P) Rose lavender
 D. M. Moore (S) Deep maroon, almost black

At \$5. per Hundred

*Varieties \$40. per Thousand

Emily Russel (C) American Beauty red
 Etenard de Lyon (C) Purple lavender
 Gay Paree (C) Golden bronze and red
 Marguerite Bouchon (C) Pink and white center—Sold
 Melody (C) Yellow and white
 Minamoto (C) Large dazzling scarlet
 Rheinischer Frohsinn (C) White and carmine rose
 Washington City (C) White
 Agnes Haviland (D) Rose pink and yellow
 Catherine Wilcox (D) Pinkish white tipped red—Sold
 C. P. R. (D) Creamy buff shaded magenta
 Delice (D) Popular pink
 Jeanne Charmet (D) Lilac pink with lighter center
 *Mina Burg'e (D) Popular red
 *Mrs. Carl Salbach (D) Lavender pink
 *Mrs. I. de Ver Warner (D) Popular orchid lavender
 Mrs. J. G. Cassatt (D) Dark pink
 *Venus (D) Popular white suffused lavender
 *Jean Kerr (S) Popular white. The white Darlene

At \$6. per Hundred

*Varieties, \$50. per Thousand

Attraction (C) Lilac rose
 Ballet Girl (C) Orange and white
 *Bianca (C) Rose lilac—Sold out

Elsie Oliver (C) Salmon and pink
 George Walters (C) Salmon pink and yellow
 Golden West (C) Yellow overlaid orange
 Alex. Waldie (D) Cream overlaid pink
 Amityville (D) Silver pink
 Amun Ra (D) Red orange
 *Bashful Giant (D) Apricot and amber
 *Bonnie Brae (D) Cream suffused pink
 Charm (D) Burnt orange
 Dr. Tevis (D) Salmon rose
 Giant Ruby (D) Scarlet
 *Judge Alton B. Parker (D) Yellow buff
 *Judge Marean (D) Popular orange and red
 Mr. Crowley (D) Salmon pink
 Mrs. John T. Scheepers (D) Chamois edged pink
 *Patrick O'Mara (D) Apricot yellow and orange
 Perfect Beauty (D) Red and white
 *Rosa Nell (D) Rose
 *Snowdrift (D) Popular large white
 Swift (D) Yellow
 *The Millionaire (D) Lavender pink
 Cleopatra (P) Dull gold
 Diana (P) Scarlet. This is the true Marean Diana.
 Polar Star (P) White
 Rosalia Styles (P) Rose pink
 The Billionaire (P) Yellow orange
 *Dorothy Peacock (S) Pink
 Gold Medal (S) Yellow tipped red—Sold out

At \$8. per Hundred

*Varieties \$60. per Thousand

Betty Austin (C) Pink rose, yellow base and tips
 Carmencita (D) Yellow striped red
 E. T. Bedford (D) Purple
 Kitty Dunlap (D) Am. Beauty shade
 Sagamore (D) Apricot buff—Sold out
 The Emperor (D) Deep maroon
 Clara Seaton (S) Yellow brown

At \$10. per Hundred

*Varieties, \$80. per Thousand

Cigarette (C) White edged orange
 Gladys Sherwood (C) White
 Kalif (C) Scarlet
 U. S. A. (C) Red orange
 Champagne (D) Clear chamois
 *Insulinde (D) Yellow brown
 *Jane Cowl (D) Bronzy buff and salmon
 Jersey's Beacon (D) Scarlet and buff
 *Jersey's Beauty (D) Popular pink
 *Laura Morris (D) Largest and best deep yellow
 Margaret Woodrow Wilson (D) Creamy white suffused pink—sold out
 Wizard of Oz (D) Amber pink

At \$15. per Hundred

*Varieties, \$120 per Thousand

Marmion (D) Yellow suffused bronze
 Paul Michael (D) Old gold
 Pride of San Francisco (D) Salmon pink
 Tommy Atkins (D) Yellow scarlet

At \$18. per Hundred

*Varieties, \$150. per Thousand

Fort Monmouth (C) Maroon—Sold out
 Iowa (D) Maize tipped red
 Thomas A. Edison (D) Royal purple—sold out

Dahlias For Counter Trade

Floral and seed stores and nurseries who operate retail stores during the planting season always prefer to have tubers wrapped and labelled individually, especially for counter trade.

At a small extra charge of \$1. per hundred, or one cent per tuber, we pack each tuber in fine, clean sawdust, wrap in white semi-parchment and seal with our special printed blue label, showing name of variety, originator or introducer, type and predominating color. By this method tubers are kept fresh and plump for weeks, and there is no breaking of sprouts or mixing of varieties through

frequent handling. Stock presents a more salable appearance—in fact, looks like a Christmas package—and customers can pick out just what variety or type of color they want from label description.

Furthermore, customers know that stock is of known origin and not a cheap job lot of tubers, and are willing to pay more for it because they feel that they are sure of getting genuine stock that is really worth more than ordinary stock such as is usually offered at the "five and ten" stores.

By actual test, placing this stock side by side with bulk stock, it will

outsell such stock two to one, even when offered at twice the price. Try it and see for yourself which stock will make you the most money.

The D. V. Burrell Seed Growers Co., of Rocky Ford, Colo., say, "We believe this demand (for seeds of known origin) will grow until planters will require from their seedsmen seeds in the grower's original sealed packages." This should apply to other nursery products, and we believe we were the first, and so far as we know are still the only, grower to offer dahlias for resale in original packages.

Supply Your Customers With Genuine



BLUE LABEL DAHLIAS



They

LOOK BETTER

KEEP BETTER

SELL BETTER



And

THEY

ALWAYS

SATISFY

When you buy dahlias for resale, you must be absolutely certain they are true to name. Our system of stamping varietal number on tubers when clumps are divided makes it impossible for varieties to become mixed in storage and handling and insures you against come-backs and kicks when plants bloom in the fall. And in your own planting you will find this number on the old tuber when clump is dug, thus lessening the chance of mistakes before dividing clumps in the spring.

And as to the keeping qualities of wrapped stock, we quote from a

letter from one of our customers:—"The half dozen tubers you sent us for trial this spring were kept in our hot office from January until the latter part of May. At that time they were opened and planted. The bulbs, while shrivelled, made a good start and caught up with our other stock without trouble." Think of keeping dahlia tubers in a hot office for five months, and still have them grow. You couldn't do that with bulk stock.

SPECIAL OFFER—

We will send you 250 tubers of assorted varieties suitable for good

class of counter trade, each tuber in original sealed wrapper as shown, for \$12.50. This assortment will include not only standard sorts but also many really fine varieties of which our stock is too small to list in quantity, and should sell readily at 18c each or six for \$1.—a total retail value of \$45. Half size assortment (125 tubers) for \$6.75.

A liberal supply of Cultural Direction leaflets will be sent free with every assortment under this offer.

Don't fail to try either the full or half size assortment this year. You can't get better value, even if you want the tubers for your own planting instead of for resale.

Modern Methods of Merchandising Applied to Products of the Nursery

1934 Want List

We shall require the following varieties of dahlias to fill out our contracts or to complete our own planting needs. If you have any of these varieties which you wish to sell for cash, or on an exchange basis for other varieties we have in stock, communicate with us at once. We can use small lots as well as larger ones if stock is good and price is right:—

The Emperor

Judge Alton E. Parker

Doazon

White Jack Rose (small quantity only needed)

Black Jack

Thomas A. Edison

Fort Monmouth

Sagamore

A. D. Livoni

Good red decoratives in most any of the standard varieties. We have sold ourselves short on reds and must have more for our own planting. What have you in this color?

Some of our largest customers are having us mail their tubers direct from here under their own labels. We are prepared to attend to this part of the business to your entire satisfaction; and as we buy our boxes and cartons by the carload at bottom prices, we can probably save you money on your mailing, besides doing away with the work of rehandling which is necessary when stock is shipped in bulk packages to you and repacked at your end. If interested in this service, we should be pleased to hear from you. Or, better, send your buyer or representative to investigate our plant and facilities, as well as our local standing. All mailing is handled with strictest confidence, and as we send out no retail catalogs ourselves, you may be absolutely certain that your customers are treated just as if we were a department of your own business.

A number of our leading nursery customers sell through agents. These agents take their orders for dahlias in the fall, and they get lots of

them. Nearly all our seed house customers put out a fall catalog of spring flowering bulbs, such as tulips, crocuses, narcissus, etc. We believe it will pay these houses to offer dahlias at that time also. Just when the dahlia is in bloom your fall catalog will reach the customer, and you will find him ready to buy. Offer a good collection at a fair price, and you will get many orders for spring delivery. Several of our customers have already expressed their intention to try out this suggestion, and we believe it will pay you to consider this proposition and get in touch with us by July 1st. so we can arrange to supply your needs. We will be ready to make prices at that time, and can offer suggestions as to varieties that will be best suited for fall offerings—such varieties as will be most commonly seen in neighbor's gardens throughout the country, and will therefore be most attractive to your patrons.

The sale of dahlias through floral stores is becoming an important item in our business. In even the smaller towns it is not hard to place from two to four hundred tubers each spring, while in the larger cities the sales should run much higher than that. For example, Freyling & Mendels, leading florists, nurserymen and landscape architects, at their store on Monroe Ave., Grand Rapids, Michigan, sold over five hundred tubers of the better class varieties last year. This year their order calls for over seventeen hundred tubers, and we should not be surprised if still more would be required before the end of the season. Satisfied customers soon increase any business.

We occasionally have an order sent us at less than our prices as listed. Such orders are always returned, because it is absolutely impossible for us to cut our prices to anyone. We know exactly what it costs us to produce each clump of tubers, and when we set our prices we take this cost as a basis. We figure only a legitimate profit, and to cut this off would leave us without pay for our own labor and normal return on the

capital we have invested. We want to continue doing business, and we can't do so unless we make at least a small profit on sales each year.

We cannot urge you too strongly to send your order early. There is a great shortage in dahlias all over the country this year, and nearly all growers are quoting higher prices than they did last year on most of the leading varieties. We set our prices last summer, and have not deemed it practicable to change them, although we believe we are below what conditions would warrant us in charging.

We have discontinued our retail department entirely, and no retail orders are accepted unless placed here at our gardens during blooming time. This step was made necessary by the enormous volume of our wholesale trade, and in fairness to our many wholesale customers.

Theory alone won't work in the seed and nursery business. It is a matter of hard facts. No one can predict crops accurately, nor can one predict demand to a definite figure. Crops or supply ordinarily form a sound basis for price; but with demand an uncertain item, the ratio of supply and demand cannot be established even after supply is known. The best basis of price is therefore not theory, but fact—experience—upon which we can hope to proceed in creating our demand.


means


to you
!!!



Laura Morris

The Perfect Yellow Dahlia

When we first offered this dahlia, we recommended it to our friends as what we truly believed to be the most perfect deep yellow decorative dahlia yet produced. Experience of growers in all parts of the country since then has substantiated our claims. It is good in every way—large well formed flowers, long, strong stem, rank, thrifty grower, good root maker—in fact, it has everything that a good commercial dahlia should have. The price is so low this year—only \$10. per hundred—that you really can't afford to pass it by any longer. You will find it listed by many of the leading seed and nursery houses this year, nearly every one of whom selected it on personal investigation of the variety growing in our own fields. Try it.

Wayland Dahlia Gardens, Wayland, Michigan, U. S. A.

Terms and Conditions

Not less than 10 tubers will be supplied at the hundred rate, and no wholesale orders will be accepted for less than \$5. unless the season's orders amount to at least \$10 in the aggregate, in which case all orders will be billed at the minimum rate.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We will not substitute unless specifically instructed to do so. If sold out of any particular variety when order is received, we will so advise at once.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack tubers safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where tubers are put up in special packages for resale.

Claims for rejections, errors, or omissions must be made within ten days after arrival of tubers.

GUARANTEE—While we exercise the greatest care to have all our stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove

untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS—Unknown persons should send either cash in full with order, or 25 per cent with order, balance C. O. D. Parties whose credit is approved may order tubers shipped any time after December first, and invoice for same will be dated June first following. Accounts unpaid after that date are subject to an interest charge at the rate of 6 per cent per annum. No accounts carried where amount is less than \$25.

REFERENCE—As to our responsibility, we refer to the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan, U. S. A.